

REP : TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 3/12 14-54
\$\$\$ MOD 3: UNAPPROVED REV #1 \$\$\$ * * * CHANGES * * * * * WFLA-TV * * *

ADV # ALV. NAME TSS/AMER. CROSSROADS
BUY # ASI. NAME CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
CONTRACT # 6333107
CLASS: NATL. LOCAL REGIONAL
PRDCT: AMERICAN CROSSROADS EST# 953 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT 2/12 OCT 8/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED
DATE OCT 3/12 14.54

REP: MAKEGOOD 10/3
SPOT CANCELED ON LN 10
MADE GOOD ON LN'S 11-12
TTL. SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN
CON CM * * * * THIS IS A CASH IN ADVANCE SCHEDULE * * * *
AMERICAN CROSSROADS

ANB
10/10/12

: LINE# : REP : CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTAL:
: LINE# : : : : : : : : : : : : : : : : : :
AGENCY ADVERTISER CODE = 11 AGENCY EST# = 953
AGENCY PRODUCT CODE = 27
10 S 900P-1000P 30 \$6,000.00 10/3 10/3 0 WED 0
PROGRAM : LAW & ORDER SVU
CON COM: LAW & ORDER SVU
11 A 630P-700P 30 \$4,500.00 10/7 10/7 1 SUN 1
PROGRAM : NIGHTLY NEWS
CON COM: NIGHTLY NEWS

NOV 01 2012

10/10/12 Rec (S)

REP: TEL# 703-516-9399
REP: HEADLINE# 6333107 TREL# E:633331
\$\$\$ MUS# O: UNAPPROVED REV #1 \$\$\$

FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 3/12 14:54
CHANGES *** WFLA-TV ***

LINE#:	REP	CD:	TIME PERIOD	LENTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVT:	DAYs	:TOTAL: SPTS:
12	A	730P-8UOP		30		\$1,500.00	10/8	10/8	1		MON	1
CON COM: ENT TONIGHT												
OCT/12 42750.00												
CONTRACT TOTAL 42750.00												
TOTAL SPOTS 11												

MARKET TOTALS \$203,571 WFLA 21% WYRS 19% WISPC 21% WIVT 32% WTOG 0% WTTA 0% WMOR 0%
SHARES ACCURATE.
SVC- NSI
DEMOs - RA354*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-COMPANY PGM R-RATE S-SPTS PER WEEK T-TIME X-X-LATE Y-Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 2

News
Channel
on value

90

Met

TBO.com
Tampa Bay Online

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/Issue	Submission Cost:	42750	Campaign Ref:	E063331070
Buyer:	"	Client/Product/Estimate:	11/27/953	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06333107
Est./PO Number:	06333107	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Product: American Crossroads **Booking Group:** WFLA
Demographic: (L) Household **Order:** _____
Key Market: Tampa-St. Petersburg, FL

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News ...F...	01	350	30 Comme	Nbr of Spots 1	1	1	350
2	M-F 10a News M....	01	350	30 Comme	Nbr of Spots 1	1	1	350
3	Mon 10p ET / 9p CT Revolution M....	02	7000	30 Comme	Nbr of Spots 1	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice M.....	02	16000	30 Comme	Nbr of Spots 1	1	1	16000
5	M-F 10a News ...T...	01	350	30 Comme	Nbr of Spots 1	1	1	350
6	Thu 10p ET / 9p CT Rock Center ...T...	01	7000	30 Comme	Nbr of Spots 1	1	1	7000
7	M-F 10a News T....	01	350	30 Comme	Nbr of Spots 1	1	1	350
8	Tue 10p ET / 9p CT Parenthood T....	02	5000	30 Comme	Nbr of Spots 1	1	1	5000
9	M-F 10a News	01	350	30 Comme	Nbr of Spots 1	1	1	350

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 2

News Channel 8
MetTV
TBO.com

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/Issue	Submission Cost:	42750	Campaign Ref.:	E:063331070
Buyer:	..	Client/Product Estimate:	11 /27 /953	Sales Rep.:	HPR Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref.:	06333107
Est./PO Number:	06333107	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
	..W...							
10	Sun 630p ET / 530p CT NBC Nightly News	02			4500	30	Nbr of Spots	1
S							4500
11	M-F 730p Entertainment Tonight M.....	02		Comme	150	30	Nbr of Spots	1
								1500
Weekly Totals - Total Spots (Ord Spots)								
					7	4	11	11

		Month 10 Weeks: 4		
Spots	Cost	Totals	10/01	10/08
11	42750	11	7	4
		17900		24850

Grand Totals:

Spots:	11
Gross Total:	42,750.00
Commission:	6,412.50
Net Total:	36,337.50

Station Copy

03:56:29 10/4/2012

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REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-515-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

SEP24/1209.02
*** WFT: A-TV ***

Crossroads Media

66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 780 Issue 1

News Channel 8 **MeTV** **TBO.com**
on your side
Tampa Bay Online

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 36750	Campaign Ref: E-063331070
Buyer:	Client/Product/Estimate: 11/27/953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est/PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No	Business Category: Transactional	

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a NewsF..	01		350	Nbr of Spots	1		1	350
2	M-F 10a News M.....	01		350	Comme		1	1	350
3	Mon 10p ET / 9p CT Revolution M.....	02		7000	Nbr of Spots	1	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice M.....	02		16000	Comme		1	1	16000
5	M-F 10a NewsT...	01		350	Nbr of Spots	1	1	1	350
6	Thu 10p ET / 9p CT Rock CenterT...	01		7000	Comme	30	Nbr of Spots	1	7000
7	M-F 10a NewsT...	01		350	Comme	30	Nbr of Spots	1	350
8	Tue 10p ET / 9p CT Parenthood .T.....	02		5000	Comme	30	Nbr of Spots	1	5000
9	M-F 10a News	01		350	Comme	30	Nbr of Spots	1	350
Weekly Totals:					Total Spots(Ord Spots)	6	3	9	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue

Submission Cost:

36750

Campaign Ref: E-063331070

11/27/953

Sales Rep: HRP Washington, DC

2

Order Ref: 06333107

Political

Business Type: POLITICAL

Business Category:

Transactional

Original

Buyer: American Crossroads/ Issue

Client/Product/Estimate:

11/27/953

Campaign Ref: E-063331070

2

Sales Rep: HRP Washington, DC

Political

Order Ref: 06333107

POLITICAL

Business Type: POLITICAL

Business Category:

Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	Cost
	W...					6	3	9	

Weekly Totals: Total Spots(Old Spots)

Grand Totals

Month 10 Weeks: 4

	Totals	10/01	6	13400	3	23350
	Spots	9				

Grand Totals:

Spots:

9

Grand Totals:

Spots:

9

Gross Total:

36,750.00

Commission:

5,512.50

Net Total:

31,237.50

